

# MOTOR TOURING SEASON BUT A FEW DAYS OFF

## Atlantic City and Return As Easter Holiday Tour

Attractive Route Over Good Roads, Providing for a Three-Day Run of Close to 300 Miles—Return Trip Through Philadelphia and Trenton—Compiled by A. C. A.

A three-day run of 308 miles to Atlantic City and return is outlined by Edward H. Wakefield in "The Club Journal," as a suggestion for an attractive Easter holiday trip for the members of the Automobile Club of America. The run down through New Jersey by way of New Brunswick and Freehold to Lakewood, and on to Atlantic City offers a happy blend of very fair roads most of the way, with excellent halting points at New Brunswick and Lakewood, says Mr. Wakefield.

On leaving the clubhouse, on Fifty-fourth Street, Eighth Avenue is followed south to the Forty-second Street ferry, and at the top of the hill on the Weehawken side of the Hudson a left and right turn leads along Third Street, and across Bergenline Avenue to the Hudson County Boulevard. Six miles along the boulevard the route turns right into the Plank Road, and continues across the meadows to the City of Newark. Here a southerly direction is resumed via Elizabeth, Rahway and Metuchen to the Raritan River and New Brunswick on its south bank, thirty-eight miles from New York.

**Old Bridge—Freehold Routes.**  
Continuing through New Brunswick, the county seat of Middlesex County, by way of Albany and George Streets, a hard surface road leads over Lawrence Brook to Old Bridge, and proceeding south to Englishtown, enters Monmouth County and traverses the site of the Revolutionary Battle of Monmouth to the county seat, Freehold. There is an alternative road between Old Bridge and Freehold that leads east as far as Smithville, Oceanville and Somerville, and then south along the shore of the Revolutionary Battle of Monmouth to the county seat, Freehold. There is an alternative road between Old Bridge and Freehold that leads east as far as Smithville, Oceanville and Somerville, and then south along the shore of the Revolutionary Battle of Monmouth to the county seat, Freehold.

At the courthouse in Freehold a southerly turn is once more made, and the route passes through Adelphia as it proceeds to Lakewood, a delightful resort just across the Monmouth-Ocean County line, a distance of seventy-eight miles from New York City. Beyond Lakewood the route proceeds over a hard surface road, almost due south, through a flat country to the town of Toms River Estuary. Having crossed the river, a left turn is at once made and the road followed that passes through Bayville and Lammont to the Forked River, Waretown and Barnegat.

**Pass Tuckerton Aerial Station.**  
Following closely the course of the railroad, the road leaves Barnegat and crosses Manahawken Bridge en route for Cedar Run, Staffordville, West Creek and Tuckerton, in the vicinity of which the road crosses the Delaware River and enters New Jersey. The radio station rises conspicuously above the level country. At Tuckerton a westerly direction is resumed for a few miles and a corner of Burlington traversed, as our road crosses the Bass River for New Gretna, where the route once more turns south and enters Atlantic County by crossing the bridge over the Mullica River, which forms the county boundary.

Passing the Soldiers' Monument the road runs across the salt meadows to Port Republic, and, crossing the bridge, continues its winding course by way of Smithville, Oceanville and Somerville, to the towns of Absecon and Pleasantville. In the latter of these two places a sharp easterly turn is made and the last five miles of the run is completed over a splendid eighty-foot road, from Atlantic City, a distance of sixty-nine miles from Lakewood and 148 from New York.

**Atlantic City to Philadelphia.**  
In resuming the second stage of our round trip the route traverses typical South Jersey country between Atlantic City and Philadelphia, which at this season naturally presents but little in the way of scenic interest. The road, however, is fine, hard surface for almost the whole distance of sixty-two miles, so that not more than two or three hours need be consumed in completing the journey.

## MOTOR MOVIES

W. A. Clare has been appointed general sales manager in charge of sales and advertising for the Atterbury Motor Car Company, Buffalo, N. Y., manufacturers of Atterbury commercial vehicles.

On and after May 1, the MacFarlan touring car will be built in Series X only, which will list at \$3,200, an increase of \$210 over the present price. This advance in price is the result of the increased cost of raw materials.

A contract has been closed for the erection of a twelve-story and basement building to be used exclusively by the automobile stores and is in a position to get first-hand information. He states that, regardless of the war and the gasoline situation, the manufacturers are breaking records on demonstrations. The necessary business has a substantial increase over a year ago, and the car makers are unable to keep up with their orders.

The Automobile Dealers' Association of Chicago will conduct a used-car show during the week of May 8 to 15, at which about eighty dealers will display the cars taken in upon the sale of new vehicles. Admission to the public will be set at 50 or 25 cents. Cars sold during the day may be taken out of the exhibition building at night.

On April 1 ground was broken for the plant of the Jordan Motor Car Company at Cleveland, Edward S. Jordan and Paul Zeno, leading spirits in the new company, having within sixty days completed a model car, financed their company and commenced operations on their factory. The first building of the group will include 30,000 square feet of floor space, and will cost about \$50,000.

March broke all production records for the Ford Motor Company, with an output of 28,376 cars. A total of 15,000 cars was produced in March, the highest day's production in the history of the company, 2,768 cars being built on that day.



New York-Atlantic City Route.

Leaving Atlantic City by the Pleasantville Turnpike, the trolley is followed as far as Pleasantville, where a turn northward is made for Absecon, reversing our outward route as far as this point.

From West Berlin the Pennsylvania Railroad track is followed as far as Kirkwood, after which place the route goes straight ahead through Magnolia, Orton and Oaklyn to the busy and lovely city of Camden, sixty-one miles from Atlantic City, beyond whose smoky atmosphere the spires and towers of Philadelphia rise over on the Pennsylvania side of the Delaware.

The river is crossed by ferry to the foot of Market Street, and our run from the sea is completed at City Hall, Camden, and follows the Hudson River to the city of Camden, sixty-one miles from Atlantic City, beyond whose smoky atmosphere the spires and towers of Philadelphia rise over on the Pennsylvania side of the Delaware.

The pleasant northern suburbs of Philadelphia provide the outlet for the city on the final lap of our tour, as the route starts out along North Broad Street and follows the Hudson River to the city of Camden, sixty-one miles from Atlantic City, beyond whose smoky atmosphere the spires and towers of Philadelphia rise over on the Pennsylvania side of the Delaware.

The exit of our route from Trenton is by Broad Street and across the canal, when a sharp right turn leads into the Brunswick Pike. This fine highway is followed straight ahead for some miles to the crossroads at Penn's Neck, on the Mercer-Middlesex County line, where the road to Princeton turns left and crosses Carnegie Lake for the University City, twenty miles to the west. Three and a half miles further on the route takes a right turn for Monmouth Junction and then follows a hard surface road, in rather rough condition at present, through Dean's New Brunswick, twenty-eight miles from Trenton and sixty-eight from Philadelphia.

From New Brunswick to New York the road taken on the outward trip is reversed by way of Metuchen, Rahway and Elizabeth to Newark, over a surface that in some places is far from good, and from Newark to the clubhouse, on Fifty-fourth Street, making a distance of forty-eight miles from New Brunswick and ninety-eight from Philadelphia.

Alexander Selbach, formerly advertising manager of the J. S. Bretz Company, has been recently identified with the Perlmutter Rim Corporation, in charge of publicity on the Perlmutter rim patent litigation, has severed his connection with the latter company.

Charles E. Miller, the pioneer accessory jobber, has compiled some interesting data on the possible volume of business to be transacted by the automobile industry during 1934. Mr. Miller has exhibited at all the prominent automobile shows and is in a position to get first-hand information. He states that, regardless of the war and the gasoline situation, the manufacturers are breaking records on demonstrations.

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MAXWELL'S HOME NOW ONE OF THE ROW'S BEAUTY SPOTS.



The special spring opening at the new artistic salesroom of the Maxwell Motor Sales Corporation, 1808 Broadway, last week drew thousands to inspect the attractive array of Maxwell body styles and established a new sales record for Manager Harry J. De Bear.

### TIBBITTS IN 20TH YEAR WITH GOODRICH

Advertising Manager Big Factor in Rubber Company's Growth.

On the last lap of the second decade is the mark for continuous service that was established on April 7 by E. C. Tibbitts, who on that day completed his nineteenth year as advertising manager of the B. F. Goodrich Company, Akron, Ohio. There are few men in the automobile and its allied industries who can boast of a similar record.



E. C. TIBBITTS.

record or can be credited with having had such a great influence in the growth of their companies as has Mr. Tibbitts.

Mr. Tibbitts was a reporter on an Akron newspaper in 1917 when the Goodrich company made a telephonic request of the paper to recommend a bright young man who could write advertising copy. Mr. Tibbitts responded and landed the job. Since then he has been the one and only advertising manager of the B. F. Goodrich Company.

He has had a hand in the tremendous growth of the company, enjoys the confidence of the entire Goodrich organization and has been largely responsible for the expansion of their advertising efforts. The company has always been a strong believer in advertising because it has seen its business multiply and prosper under the sun and rain of publicity.

### Valves—Their Value and Some of Their Vagaries

By ALFRED H. BARTSCH.

It is by no means frequent that an owner can be found who has more than a casual knowledge of his engine valves. Few even know such functioning apparatus exists, while others lack the inclination to become better acquainted. This is a mistake.

The inlet and exhaust valves of the engine operate at engine speeds from 300 up to 3,400 revolutions a minute, and when it is known that the valves have complete control of the incoming and outgoing gases, and therefore of the engine itself, it can be readily appreciated that they are at least of sufficient importance to suggest an acquaintance of the most intimate character.

To make the importance of the valves clear, refer to the accompanying illustrations, which show a cut cylinder of a four-cycle engine of the type almost universally used in motor car practice. Of course, there are a number of different arrangements in the various parts of the modern automobile engine, but the general principles involved are practically the same in each instance.

**How Valves Function.**  
Illustration No. 1 shows the intake or suction stroke. Here the piston is moving downward, and the intake valve is opened to admit the gas. The valve remains open for a short time after the piston has started to return on its upward stroke, in order that the greatest possible quantity of mixture may be brought into the cylinder. The exhaust valve, on the opposite side, remains closed during this operation. The proper duration of the opening of the intake valve is essential because at least one matter depends upon it.

**The Exhaust Stroke.**  
The crankshaft now begins its second revolution, and the piston is forced upward. Before the piston starts upward, in fact, while it is still on the power stroke, the cam opens the exhaust valve so that the rush of burned gases can start early to leave the cylinder, and thereby reduce the pressure against the piston. A late acting exhaust valve would cause back pressure on the piston, and again the power of the engine would suffer materially.

A properly timed exhaust valve does not close at the end of the exhaust stroke, as would be presumed by the

### THOMAS COMPANY TO BUILD MOTOR TRUCKS

Firm Headed by C. K. Thomas Will Establish in This City.

Another motor truck company has been added to the rapidly growing colony of motor vehicle manufacturers in this city, through the formation of the Thomas Auto Truck Company. The new company, which will build a line consisting of 1, 1½ and 2-ton chassis and complete trucks with bodies, as well as a line of taxicabs, has secured a long-time lease on the factory property at 630-641 West Fifty-first Street. The trucks will be built to meet the problems of the New York merchant and manufacturer and of a quality to meet the demands of the local market. Deliveries will begin in May.

The personnel of the new company includes several men who have had many years of experience in the motor truck field. C. K. Thomas, president and founder of the company, was for three years, prior to January 1st last, vice-president and general manager of the Federal Motor Truck Company, of New York, and has been connected with the industry, including the manufacturing and selling of component parts and complete trucks, for the past four years.

Cliff Marshall is secretary and treasurer of the company; George E. Whitney, advisory engineer; M. D. Heron, sales manager; Walter Jones, chief engineer. The directors include W. S. Thomas, O. S. Pratt, and Philip E. Donohue.

### 102.5 M. P. H. by Hudson Super-Six

Ralph Mulford, driving a Hudson Super-Six stock chassis, established a new world's stock chassis record at Daytona, Fla., on April 10, when he covered a mile over the famous beach course in the remarkable time of 55.11 seconds. This is at an average of 102.5 miles an hour and surpassed any previous speed performance of a car of this character.

In five other trials, all which he won, the Hudson registered the mile in under thirty-six seconds. The trials were supervised by F. E. Edwards, representing the contest board of the A. A. A., and Fred J. Wagner officiated as starter.

### Beautifully Lincoln Way

The Oakland Rotary Club and the Chamber of Commerce of the California city are planning to make the Lincoln Highway through Alameda County to Oakland one of the prettiest stretches along all its 3,000 miles. Trees are to be planted 40 feet apart on both sides of the road, and between them are to be beds of red geraniums, three feet wide, for the entire distance.

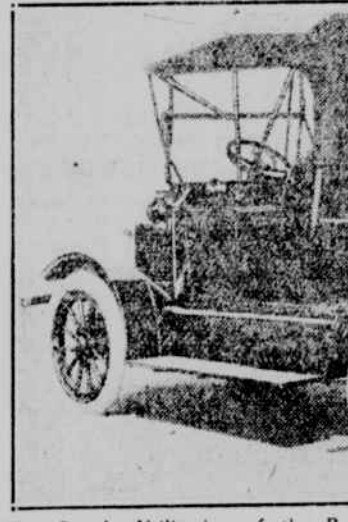
### CAR BUYERS NOW WANT PERMANENCY IN SERVICE

Cole "S" Attracts This Class of Business, Says William L. Colt.

The days when an automobile owner purchased his car upon the basis of getting satisfactory results for a limited period of one year, with the old car to be replaced by a new one at the end of the driving season are of the past. The present day motor car buyers are looking for and getting permanency in their purchases. They desire assurance that the cars they buy will be a source of satisfaction, not for one year, but for four or five, or even more of continuous use.

"In the multiple cylinder field the Cole 'S' is coming in for this type of business," says William L. Colt, president of the Cole-Stratton Company. "For years the builders have been preparing for it and now 'standardized permanency' is one of the strong talking points. The performance of the Cole 'S' is also standardized. When the engine is well run in any Cole stock car with top and windshield up it will give an acceleration of from ten to fifty miles an hour in from twenty to twenty-five seconds. And it has a range of from two to sixty miles an hour on high gear without shifting a lever."

### THE VIM LIGHT DELIVERY VEHICLE.



This Sturdy Utilitarian of the Business Man Has Been Drawing Many Sales for the Manhattan Motors Corporation, Vim Distributors.

## MOTORS REDUCE PARK EXPENSES

Commissioner Ward Reports Saving of \$19,840 by Replacing Horses.

Park Commissioner Cabot Ward announced last week that experience in test sections in motorizing the equipment of the Park Department has been so successful that the complete motorization of the department's vehicles, if decided on, will result in an annual saving of \$50,000. The Commissioner made public figures showing that an annual saving of \$19,840.58 has resulted from a three-eighths motorization.

The Commissioner said he had substituted four automobile trucks for fourteen single horse carts, four shop wagons and four two-horse teams. The fourteen carts had been operated at an annual expense of \$1,160, of which \$912.50 was for drivers' salaries; \$182.50 for forage; \$40 for shoeing; and \$25 for incidentals. The four double horse teams had been operated at an expense of \$1,093.75 for drivers' salaries; \$235 for forage; \$80 for shoeing; and \$40 for incidentals—a total of \$1,488.75 each.

In making his estimate of the saving effected by substituting the four automobiles for the twenty-two wagons and carts, Commissioner Ward made allowance of one-half of the cost of the automobiles for depreciation during the first year of operation. This depreciation allowance is from 75 per cent. to 150 per cent above the general municipal experience in automobile service.

The motor vehicles which replace the twenty-two wagons and carts consist of two Ford trucks, with special dump bodies for rubbish pick-up work; one Buick, with an express body, and one Buick heavy dump automobile truck, for carting sand, gravel and manure. The total cost of these automobile vehicles was \$4,428.55; the salaries of four chauffeurs amount to \$3,830 annually, and motor supplies cost \$2,940.60 additional.

The old carts and wagons were turned over to the Sinking Fund for transfer to other city departments as a basis of a valuation of \$4,000, so that allowing for the total cost of wear and tear on the automobiles as a proper depreciation charge, the city actually gains \$1,000 in equipment in addition to the saving on salaries and supplies by motorizing the carts and wagons from horse to motor in the department.

## Metropolitan Race First of Championship Events

Active Preparations Start for Opening of Sheephead Bay Speedway on May 13—Harkness Team Largest in the Country—A. A. A. to Decide Champion.

With the opening of the Sheephead Bay Speedway less than a month distant, preparations are in full swing for the opening of the season's inaugural racing meet on May 13. Fred J. Wagner, director of contests, upon his return last Wednesday from Daytona, Fla., where with F. E. Edwards he had the honor of conducting the breaking trials of the Hudson Super-Six stock chassis, declared that the nominations for the Metropolitan Trophy and the two other open events to be run at the Bay course were coming in in great shape.

The races of May 13 will be the first of a circuit of speedway events that will extend far into October as the racing season is determined. The drivers will be awarded points for the positions they score in these races, and at the end of the season the pilot having the largest number of points will be crowned champion. A bronze medal, emblematic of the championship, will be presented to the winning driver. It is likely that a substantial purse will also be awarded the champion.

Another new angle will be provided in the forthcoming season's racing through the formation of teams by the various speedway managers. The Indianapolis Motor Speedway has already announced its team of three Maxwells, two Premiers, and two Peugeots. New York, however, is the home of the largest privately owned stable of racing cars. The garage of Harry Harkness, president of the Sheephead Bay Speedway, housing what are expected to prove the fastest machines in the country.

The Sprinter of the Harkness stable is a Buick, a Buick in which the late Big Burman negotiated a mile over the Daytona sands in 28.40 seconds, an average of 141 miles an hour. This machine has been completely overhauled during the winter months and is now said to be in such shape that a speed of 150 miles an hour on the track can be expected of it. Big Burman and Harkness Oldfield, the only other driver familiar with the circuit, are now campaigning in front-drive Christies. It will be interesting to know who will be assigned to drive the Blitzen in the Sheephead trials.

In addition to the Benz the Harkness team comprises three Delages recently imported from France, and a combination Peugeot-Sunbeam. The combination machine has a Sunbeam motor mounted on a Peugeot chassis.

### PACKARD NOT TO RACE, DECLARES J. G. VINCENT

May Give Some Exhibition Speed Tests for Aeroplane Motors.

In a statement recently issued by J. G. Vincent, vice-president of engineering for the Packard Motor Car Company, Detroit, an assurance was provided for the persistent rumor that has been current in motoring circles that the Packard company is to participate in racing this year. Mr. Vincent declares that it is possible that his company may carry on exhibition speed work under the supervision of the American Automobile Association, with the idea of developing the Twin Six motors for aircraft, but that it has no intention of taking part in speedway contests.

"Each year brings a new crop of rumors which seek to connect Packard with speedway contests," says Mr. Vincent. "Such rumors have met with a prompt denial because the Packard company has not even considered going into contests as a sport or spectacle. The development of our new type 'Twin Six' motor is the main reason for the need for sustained speed, has furnished substantial reasons for demonstrations under racing conditions. That is why many recent rumors have been based on circumstances which have them an element of truth. Packard engineers have been engaged repeatedly in speed trials on the speedways at Indianapolis, Chicago and Sheephead Bay, by making the chassis of their experimental garages at these tracks, and we believe the speedways have rendered a distinct service to the art in providing facilities for such research work. No where except on a speedway is it possible to subject a car to the rigorous test of continuous running at a speed approximately 100 miles an hour."

"It was merely a coincidence that we were located on a speedway at about the same time that the rumor was spread abroad as the most efficient power plant for aircraft. It is well known that our engine is a product of original research and invention."

### Leaky Axle Housings.

One of the causes of the lubricant working from the differential case out between the axle and housing to the brakes and road wheels, is a leaking axle housing. It is not necessary only to the housing to a point where the large gear will dip into the lubricant, but the leakage continues to many places at the differential and wheel end of the axle.

## NEWS AND NOTES

A permanent branch of the Gramm Motor Truck Company has been established in the Brooklyn Building, 145-147 Broadway, where 1,200 square feet of floor space provides facilities for the executives of the eastern branch and the salesmen in the metropolitan district. A special service station, providing 24-hour a day service, is to be located elsewhere in the city, where parts and from ten to twenty chassis will be carried at all times.

At the recent annual meeting of the stockholders of The White Motor Company at Cleveland, O., the following board of directors was elected: Wendell T. White, Walter C. White, A. A. Warner, F. W. Hulet, Otto Miller, M. R. Johnson and J. E. Nutt, of Cleveland; J. Horace Harding, A. Mitchell Hall, 2d, Theodore Roosevelt, Jr., and E. T. Tucker, of New York. The White Motor Company has taken over all the assets of The White Company, with the exception of \$500,000, and the capital of the latter company has been turned over to the new corporation. The capital stock of The White Company is owned by The White Motor Company, and the former will be continued as the selling company for the latter. The following officers will be elected: Dr. Robert Hartshorn, as early as 1888 was first vice-president; Walter C. White, first vice-president; E. W. Hulet, second vice-president; M. B. Johnson, chairman of the board; Otto Miller, treasurer, and A. A. Warner, secretary and assistant manager.

The latest issue of the "Bosch News," issued by the Bosch Magneto Company, contains, among other subjects of interest to owners of motor cars, motorcycles or motor boats, a history of the Bosch magneto, which is virtually a review of the ignition world dating back to 1828. This device, the invention of Dr. Robert Hartshorn, as early as 1888 has been perfected to accomplish its purpose both efficiently and satisfactorily.

George W. Garland, Jr., of the Garland Automobile Company, 1388 Broadway, is a firm believer in preparedness, especially for the great spring "drive" of motorists in search of new

### CARL LIMBERG.



Captain of the Harkness Team.

over the Daytona sands in 28.40 seconds, an average of 141 miles an hour. This machine has been completely overhauled during the winter months and is now said to be in such shape that a speed of 150 miles an hour on the track can be expected of it. Big Burman and Harkness Oldfield, the only other driver familiar with the circuit, are now campaigning in front-drive Christies. It will be interesting to know who will be assigned to drive the Blitzen in the Sheephead trials.

### Monroe Touring Car Coming.

Monroe five-passenger touring car will shortly join the Monroe roster. The new car will have a 34x44-inch valve-in-head, four-cylinder motor and a unit power plant. The other specifications include a multiple disk clutch, 108-inch wheel base, 35x3 1/2-inch tires, a supply of oil or grease in the tank, and a one-man top. The price will be between \$750 and \$800. It is expected that the new model will be on exhibition in the rooms of the Luddy Motor Corporation, 1805 4th Ave. in June.

### HERFF-BROOKS DISTRIBUTE

Rogers Motor Corporation Establish Salesrooms on Broadway.

The Rogers Motor Corporation has opened offices and salesroom at 181 Broadway and 4 Central Park, where it will act as distributor for the Herff-Brooks line of six and four cylinder cars. The new company is headed by F. W. Le Porin, who has considerable experience in the manufacturing field. Mr. Le Porin has surrounded himself with a progressive sales staff and expects to establish the Herff-Brooks among the leaders in the local trade. The Herff-Brooks Model H, Six "50" is a six-cylinder car, having a bore of 4 inches and a stroke of 5 inches, with a 120-inch wheel base, and selling either as a five-passenger touring car or a two-passenger roadster for \$1,000. The Four "35" has four cylinders, a 35-inch wheel base, and is sold as a five-passenger touring car or a two-passenger roadster for \$885.

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The promise of the New York, New Haven & Hartford Railroad, to lift in freight equipment this coming spring, brought sighs of relief to many automobile agents both in Connecticut and Massachusetts. Studebaker agents in Connecticut have for the last month or so been forced to bring cars back to New York and to drive the cars back to their home towns in time to make promised deliveries.

Organization of the Premier Motor Corporation, Indianapolis, Ind., has been completed, the personnel of the company now containing a number of men who for years have been prominently identified with the automobile industry. The new corporation, which some months ago purchased the assets and good will of the Premier Motor Truck Company and the May Motor Truck Company and the May Motor Truck Company, is headed by T. J. Laycock, president, and general manager, and the new Premier Corporation, Inc., is headed by T. J. Laycock, president, and general manager, and the new Premier Corporation, Inc., is headed by T. J. Laycock, president, and general manager.

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The Hartford Suspension Company, Jersey City, N. J., better known as the makers of the Hartford shock absorbers, and one of the pioneers in the industry, has decided to change its name to Edward N. Hartford, Inc. It has been made clear that this does not mean any change in the personnel or ownership of the company.

